

Gimbel Brothers | Store Opens at 9 | For Tomorrow—Wednesday | Store Closes 5 | Gimbel Brothers | Tuesday, June 24, 1919.

**Beginning Tomorrow Morning—9 o'clock—Third Floor**  
**Sale of 1400 Women's and Misses' Dresses**  
**At \$10, \$19.75, \$25 and \$35**  
**Quite the Best Values of the Summer**



**The Women's Dresses Include—**  
**At \$10** Foulard-printed Voiles. Swiss-style Voiles. Plain voiles, in pink, blue and white. Tuniced and tucked. Long sleeves and three-quarters. Collarless styles. Collar styles. Plenty with lingerie vestees.  
**At \$19.75** Silk-lined hemstitched Georgettes, in pink, white and navy blue. Navy blue taffetas. White crepes de Chine. Taffetas combined with Georgettes. And a few foulards.  
**At \$25** Sports Style Crepes de Chine. Chinese-top crepes. Printed Georgettes, "dress-maker-draped." Navy blue taffetas. Hindoo crepes combined with Georgette.  
**At \$35** Mostly Georgettes and very beautiful Georgettes, indeed. Mostly printed—mostly blue and white. All pink silk-lined throughout. A few beaded Georgettes—of the same "class."  
**At Each Price—Sizes 34 to 44**



**The Misses' Dresses, Include**  
**At \$10** Printed Voiles in street styles. Dainty, dressy white voiles. Tissues—stripes and checks. Round necks. Collarless models. Other styles with fascinating collars. Ruffy styles. Tunic styles.  
**At \$19.75** Beaded Georgettes. Satins combined with Georgettes. Georgette-frilled foulards. Taffetas. Plenty of navy blues. And the popular white crepes de chine.  
**At \$25** Mostly beaded Georgettes. Plenty of taffetas, too. Satins combined with Georgette. Peg-top taffetas. Street styles. Sports styles. Dress-up styles.  
**At \$35** Mostly Draped Georgettes. Afternoon styles. All-day styles. Orchid. French blue. Pink. Dove-gray. Navy blue.  
**At Each Price—Sizes 14 to 20**  
 —Gimbels, Salons of Dress, Third floor

**STANDARD PRICES FOR FOOD INDORSED**  
 Mrs. Schoff, Mothers' Congress Head, Says State or City Should Regulate Costs  
**CURB MARKETS FAVORED**

There should be a standard price for foodstuffs so that the housewife would not have to pay twenty cents a bunch for beets in one section of the city and a much higher price in another section. This is the opinion of Mrs. Frederick Schoff, president of the National Congress of Mothers, and with many other club women of the city much interested in food problems.

"There is too great a difference in prices in different sections and suburbs of the city," said Mrs. Schoff. "I know that this is partly due to demand and supply, but I think the state or city food experts should set a standard price for foodstuffs. And I think the housewives should keep in touch with this daily record of prices so they will not pay more than the standard cost."

"I have the greatest sympathy for the farmer because I know how hard it is for him to obtain help. I know that many farms in New Jersey have acres and acres of idle land this season because of lack of labor. When food-stuff is scarce naturally we pay more dearly for it."

**Approve Curb Markets**  
 "I greatly favor curb markets because they bring the farmer and the consumer directly in contact and prices can be kept down. I hope the city will establish more markets. They have to be numerous and close to residential sections before they can be very successful. Housewives haven't the time usually to go miles to a market. But, personally, I think it is far better to go to the market, or even to the farm if necessary, in order to get your things fresh and at the least cost. Marketing by telephone is a bad habit."

"I am glad the Mayor has appointed a committee to investigate the food situation thoroughly and to see how prices can be cut down. I am very optimistic over the question, for I think with peace finally settled conditions will gradually better themselves."

Joseph S. MacLaughlin, chairman of the committee appointed by the Mayor, and his associates have been given a free hand to study the market problem and suggest remedies. Whether permanent or temporary markets are to be established will depend on their advice.

W. E. Therkildson, seed expert; T. Core-in Starkey, president of the Bustetta Vegetable Growers' Association; George T. Sale, real estate operator; E. S. Armstrong and E. T. Butterworth, commission merchants, are the other members of the committee.

**FAILED TO REPORT HOLD-UP**  
 Philadelphians Lose Money and Jewelry Near Willow Grove  
 Held up by two masked men a mile above Willow Grove at midnight Sunday night, two Philadelphians failed to report the affair to suburban police, but turned to the city and reported the theft at one of the stations in the northern section late Monday. In consequence, suburban police did not learn of hold-up until many hours after it opened, and there is little, if any, chance, they say, of the apprehension of hold-up men.

Stephen Goya, Master street near Smith and Home, Rippert, Twenty-second street near Berks, were the victims. They reported to the police that they were walking on Davisville road, when they were held up and robbed by two men, who took from Goya two diamond rings, and from Rippert a watch and \$11 in money, the rings and watch worth more than \$150.

**TO SPEAK FOR NEW ERA**  
 Lecturers Engaged for Bible School at Grove City, Pa.  
 Dr. William Hiram Foulkes, general secretary of the Presbyterian New Era movement, will lecture at the Bible school at Grove City, Pa., August 8, 17. Another lecturer will be Prof. R. B. Farmer, of Pittsburgh. The district of the movement, which includes all of Pennsylvania, will hold a New Era expansion conference at Stonybrook L. I., from July 28 to August 3.

David McConaughy, of Montclair, N. J., associate secretary of the movement and head of the bureau of stewardship of the Presbyterian Church, will instruct stewardship classes at Interchurch world conferences next month at Blue Ridge, N. C.; Silver Bay, N. Y., and Lake Geneva, Wis.

**APPROPRIATION FOR DOUGLASS HOSPITAL**  
 State Appropriation Needed for Work Among Negroes  
 Directors and friends of the Frederick Douglass Memorial Hospital, Lombard and Sixteenth streets, have started a campaign to bring public sentiment in favor of a state appropriation for the hospital.

"We expect our appropriation based on the same things that affect other institutions," said Charles A. Lewis, instructor in medical social service at the hospital, "efficiency and services rendered. The hospital owes all that it is to Dr. N. F. Mossell, its medical director and superintendent. He has done wonderful work for the negro in Philadelphia."

**Don't Suffer with CORNS—Ask Your Druggist**  
 He will sell you A. F. Pierce's Corn Plasters with a positive money-back guarantee if you're not satisfied with the results. During 16 years hundreds of thousands of people have used and recommended them. Don't experiment with harsh liquids, which may burn the skin and injure the stockings. Don't use thick, bulging plasters which are difficult to wear under the stocking.

A. F. Pierce's Corn Plasters fit snugly over the corn. The pain will stop almost immediately and the corn will disappear in a few hours. For 25c you can get enough for 6 treatments for 15c you can buy 3 treatments. By mail direct to you from The Plaster Sales Company, 100 West 125th St., New York City.

**"Tie-around" Georgette Blouses**  
 With Such a Good-Looking Sash!  
**—Low-Priced: \$4.75**  
 Printed Voile—in one of the dainties all-over designs imaginable!  
 Rose-and-white.  
 Or blue-and-white.  
 And there's a frill for a collar.  
**Short-Sleeve, Flared-Sleeve Georgette Waists at \$8.50**  
 Pink or white.  
 With a dainty net border to the surplice-shawl collar and the widely flared sleeves.  
 Valenciennes lace, in "baby widths," for its quaint trimming.  
**Voiles—Organdies—Batistes**  
**Prettier Than Any Other June Ever Saw!—**  
**At \$2, \$3 and \$3.95**  
 With collars—or without.  
 With long sleeves—or three-quarter.  
 Very simple and very fine.  
 Or lace-inset.  
 Or embroidery-pannelled.  
 Or color-touched.  
 —Gimbels, Salons of Dress, Third floor

**Frilly Lace Collars**  
 Of Rows and Rows of Valenciennes Lace—  
 New and Dainty  
 Pretty round shape. With five rows or six rows of lace—some have net ruffles alternating. In white or cream. They conform with the ruffle fashions.  
**At \$1 and \$1.50**  
 Collar and cuff sets of crisp white organdie trimmed with ruffles of soft white net. Special at \$1 a set.  
 And sets of white net trimmed with row of net puffing and cream Valenciennes lace. At \$1 a set.  
 Gumpes of white net tucked and with touches of hand-embroidery. Special at \$1.50.  
 Lovely Frilly Vestees that are so fashionable. Of Valenciennes lace and net. In white and cream. At \$1, \$1.50, \$2.25, \$2.50, \$3.50 to \$5.50.  
 —Gimbels, Neckwear Store, First floor

**Still Another Evidence of Gimbel Greater-Values—**  
**Fan-Ta-Si Silk Skirts at \$20.75**  
 Which, to women who've shopped 'round, tells a most amazing tale. The silk is the inimitable crinkly-weave, brilliant-luster sports silk that the whole Fashion world's in love with. Mostly white—some colors. Very smart models.  
**Baronet Satin Skirts—Special at \$13.75**  
 White. A very dressy model. The buttons that trim it are satin-covered, too.  
**Colored Tub-Skirts at \$2.95 to \$6.90**  
 Mostly the stunning color-striped gabardines "the Boardwalk's" wearing.  
 —Gimbels, Salons of Dress, Third floor

**Bathing-Suits—Four Exceptional Values for Tomorrow's Selling**  
 All four models given the little "becoming touches" so dear to a woman's heart.  
**At \$3—Black or navy blue mohair, with gay little pipings of color.**  
**At \$5.90—Black surf satin (cotton), with big pockets; trim belt, and the V-neck piped with Copenhagen blue, green, white or purple.**  
**At \$6.90—Silk-messaline in black or navy blue, with pipings of green or white at neck, waist and hem.**  
**At \$8.75—Knitted worsted Suits—Black with odd inserts of strong-stripes—black with rose, green, white, gold or red. Sizes up to 46.**  
 —Gimbels, Salons of Dress—Third floor

**Untrimmed Straw Hats**  
 In That Effective Basket Weave—  
**\$3.50 and \$3.95**  
 Big hats, with the wide droop-brims—popular alike for sports or dress wear.  
 Black, navy blue, rose, green, pink, jade, light blue and orchid.  
**Unique Hats from Manila**  
**At 75c and \$2**  
 For golfing, gardening, bathing, queer weaves—old colorings—fascinating!  
**Sports Bands—By Good Luck—At 65c and \$1**  
 Navy blue, black, white, green with white or blue. Blue with green or white.  
 At \$3.95  
 Gimbels, Third floor

**4000 Pairs of Summer Shoes at \$1**  
**Men's : Women's : Children's—Biggest Lot for Women**  
**A SUBWAY STORE SHOE SALE**

In the face of the stiffest shoe prices we ever knew, a wholesaler whose lines of shoes we like, decided to clean decks and we took his stock of summer shoes to hand to you at \$1—whereas, no sort of a shoe can be produced at any such price now.

**Women's White Canvas Oxfords**  
**Women's White Canvas Pumps**  
**Women's White Canvas Sport Shoes**  
**Women's Patent Leather Pumps**  
**Women's Gunmetal Pumps and Oxfords**

**Men's White Canvas Oxfords**  
**Boys' Canvas Tennis Shoes**  
**Growing Girls' White Canvas Strap Pumps**  
**Misses' and Children's Oxfords and Pumps**

**All at \$1**

To make the sale comfortable to you we have devoted the East Main Aisle of the Subway Store to it, with an ample force of salespeople. The Men's Shoes at \$1 in regular Subway Store Shoe Section, Ninth Street side.

**This is the Big Good-Fortune Sale of the Summer**  
**"Educator" Shoes for Growing Feet**  
 Rice & Hutchins, shoemakers of long and honorable history, base their claim to a niche in shoedom's hall of fame on the production of the "Educator" Shoe—built to conform to the needs of the growing foot. They were for a long time counted a fail; then the mothers of the land—the college girls of yesterday—said, "Yes, the children must have proper foot support and development, just as we grew up with proper corset-waist and then proper corset, before our mothers realized that feet, too, could be trained."

**This is a Clearance at Big Saving**  
**Educator play Shoes and black and tan leather pumps. Sizes 5 to 8. \$1.95**  
**Educator play Shoes and patent and plain black leather pumps. Sizes 8 1/2 to 2. \$2.95**  
**Educator instep-strap Pumps—patent leather and dull kidskin, and high button Shoes, for large girls. Sizes 2 1/2 to 6. \$3.95**

Men back from the war know the value of proper shoes—they'll lack mother's judgment in buying the children sensible shoes.

**Educator and several lines of Gimbel Shoes for Children will be sold in the newly enlarged Subway Store Section—Ninth Street Side**  
 The Gimbel Shoe Service is easily Philadelphia's best—and we will not let any race for low price lead to putting out questionable shoes. It's all "Gimbels" where ever in the Store you buy. No mail or phone orders.  
 —Gimbels, Subway Store

**GIMBEL BROTHERS**  
 MARKET : CHESTNUT : EIGHTH : NINTH